

ABSTRACT OF THE DISCLOSURE

Techniques for responding to a request for data about an enterprise include storing a set of names for a single entity associated with the enterprise as a first set of corresponding concepts in a database. The database stores descriptions of entities associated with the

- 5 enterprise as concepts and relationships among concepts. A first concept of the set of corresponding concepts is indicated. When a request including data indicating a particular name of the set of names is received, a response is sent that includes information associated in the database with the first concept. This invention yields alternative concepts related to a first, official or "normative" concept for each entity associated with the enterprise in all
- 10 forms, e.g., languages. Entities include descriptions of products, services and activities of the enterprise. Relating alternative concepts to normative concepts allows a customer to issue a "wrong" query using any of the alternative terms and yet still retrieve the correct information associated with the normative term.